



# 1970 RETAIL TRADE

U.S. DEPARTMENT OF COMMERCE/Bureau of the Census

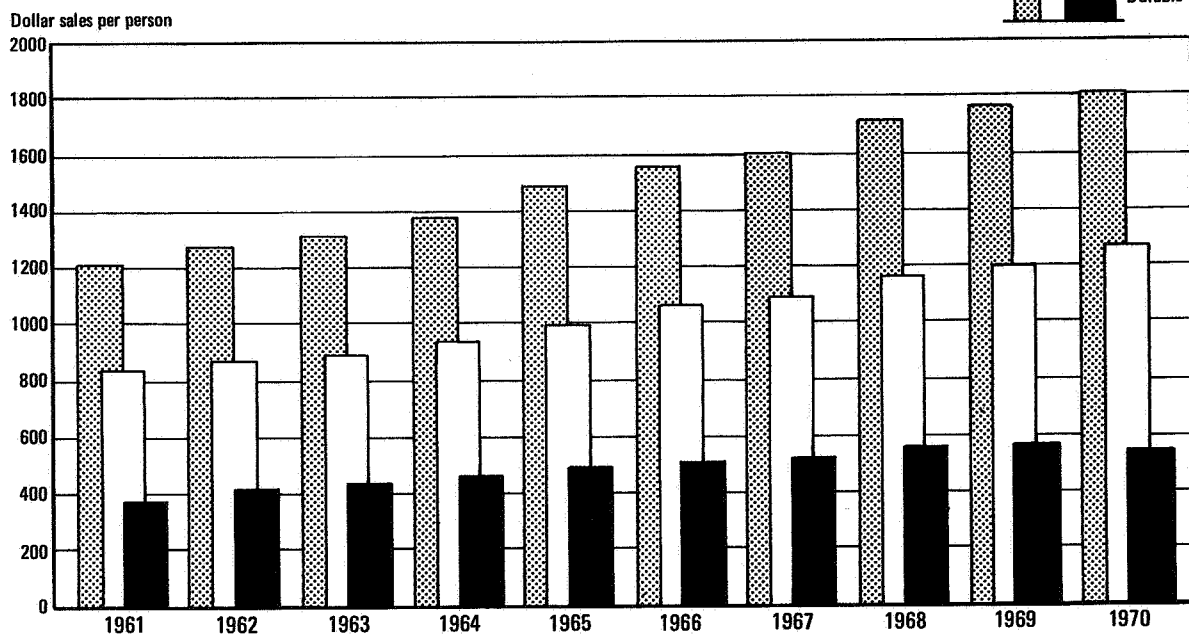
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## Annual Sales and Purchases, and Year-End Inventories of Retail Stores, by Kind of Business

The Census Bureau is in the process of revising the method of deriving estimates of retail trade. For this reason, separate data usually provided for year-end accounts receivable balances outstanding are not available.

Per Capita Sales of All Retail Stores and of Durable and Nondurable Goods Stores: 1961 to 1970



Data on the retail trade published in the Weekly Retail Sales Report, Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at \$6.00 per year. Single copies of the Annual Retail Trade Report are available from the Government Printing Office at 25 cents each.



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# ANNUAL SALES

## Year-to-Year Comparison

All Retail Stores-- Sales of all retail stores in the United States totaled \$365 billion in 1970, an increase of 4 percent over total 1969 sales. Annual sales of nondurable goods stores increased 7 percent over the previous year, while durable goods stores were down 3 percent.

All major kind-of-business groups showed percentage increases in comparison with 1969 levels with the exception of the automotive group which decreased 6 percent. In the nondurable goods category, the largest increase (9 percent) was reported by liquor stores. The food group and the general merchandise group with "nonstores" (i.e., retail businesses selling their merchandise by mail order, merchandise vending machines, and house-to-house) were up 7 percent. Other increases were reported by eating and drinking places (8 percent) and the apparel group (1 percent). Drug and proprietary stores and gasoline service stations followed the general upward trend, showing sales increases over the previous year of 7 and 6 percent respectively.

In the durable goods category, 1970 sales in the lumber, building, hardware, and farm equipment group were 2 percent higher than in 1969, while the furniture and appliance group was up 1 percent.

Multiunit Organizations-- Annual sales of organizations operating 11 or more retail stores showed an increase of 8 percent over 1969 for all kinds of businesses combined. A sales gain of 8 percent over 1969 was shown by nondurable goods stores, while sales of durable goods stores were down 2 percent. Compared with 1969 sales for tire, battery, accessory dealers and for the furniture and appliance group declined 4 and 5 percent respectively. All other major kind-of-business groups showed increases. Multiunit organizations operating drug and proprietary stores reported the largest sales increase--14 percent. The food group reported an increase of 9 percent over the previous year. Accompanying these sales increases were gains by both eating and drinking places and the general merchandise group with nonstores (8 percent), the apparel group (5 percent), and liquor stores (4 percent).

Table 1. Estimated Sales of All Retail Stores in the United States, by Kind of Business: 1970 and 1969

(Amounts in millions of dollars)

Kind of business	1970	1969	Percent change	Kind of business	1970	1969	Percent change
United States, total.....	364,571	351,633	+4	Apparel group.....	20,396	20,158	+1
Durable goods stores, total.....	109,694	112,779	-3	Men's, boys' wear stores <sup>2</sup> .....	4,683	4,761	-2
Nondurable goods stores, total.....	254,877	238,854	+7	Men's, boys' clothing, furnishings...	4,591	4,658	-1
Food group.....	81,466	75,866	+7	Women's apparel, accessory stores <sup>3</sup> .....	7,710	7,606	+1
Grocery stores.....	76,071	70,955	+7	Women's ready-to-wear stores.....	6,608	6,403	+3
Meat and fish (seafood) markets.....	2,035	1,851	+10	Family clothing stores.....	3,692	3,631	+2
Bakery products stores.....	1,136	1,082	+5	Shoe stores.....	3,619	3,505	+3
Eating and drinking places.....	27,872	25,849	+8	Furniture and appliance group.....	16,817	16,719	+1
Eating places.....	21,747	20,081	+8	Furniture, home furnishings stores.....	10,393	10,439	0
Restaurants, cafeterias, lunchrooms.	16,465	15,187	+8	Furniture stores.....	7,748	7,824	-1
Drinking places.....	6,125	5,768	+6	Household appliance, TV, radio stores..	5,226	5,223	0
General merchandise group with nonstores	62,867	58,615	+7	Household appliance dealers.....	3,456	3,536	-2
General merchandise group without nonstores (except department stores mail order).....	56,852	53,083	+7	Lumber, building, hardware, farm equipment group.....	19,667	19,246	+2
Department stores and dry goods general merchandise stores.....	45,962	43,016	+7	Lumber yards, building materials dealers <sup>4</sup> .....	11,315	11,278	0
Department stores.....	38,558	36,411	+6	Lumber yards.....	6,281	6,573	-4
Variety stores.....	7,056	6,548	+8	Hardware stores.....	3,220	3,284	-2
Mail order houses (department store merchandise) <sup>1</sup> .....	3,834	3,519	+9	Automotive group.....	62,847	66,911	-6
				Passenger car, other automotive dealers	57,737	62,048	-7
				Passenger car dealers <sup>5</sup> .....	53,970	58,302	-7
				Passenger car dealers (franchised).	50,086	54,373	-8
				Tire, battery, accessory dealers.....	5,110	4,863	+5
				Gasoline service stations.....	26,504	25,116	+6
				Drug and proprietary stores.....	12,750	11,863	+7
				Liquor stores.....	8,060	7,403	+9

Note: Measures of sampling variability are provided on page 15. U.S. and group totals include kinds of business not shown separately.

<sup>1</sup>Includes sales made by mail order catalogue desks located within department stores of mail order firms.

<sup>2</sup>Includes men's, boys' clothing, furnishings stores, and custom tailors.

<sup>3</sup>Includes women's ready-to-wear, other apparel, accessory specialty shops; and furriers.

<sup>4</sup>Includes lumber yards, building materials dealers; paint, plumbing and electrical stores.

<sup>5</sup>Includes both franchised and nonfranchised car dealers.

**Table 2. Estimated Sales of Retail Stores of Organizations Operating 11 or More Retail Stores (Group II Stores) in the United States, by Kind of Business: 1970 and 1969**

(Amounts in millions of dollars)

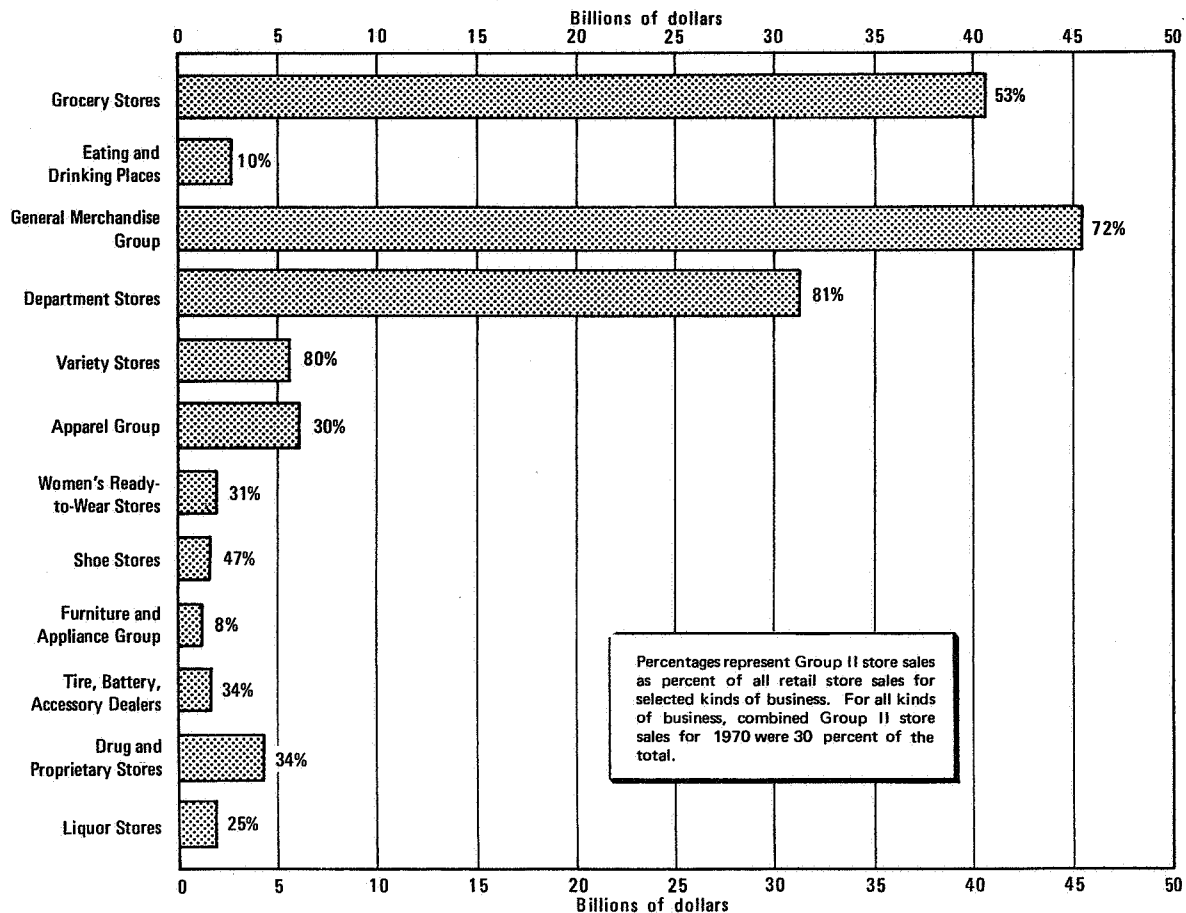
Kind of business	1970	1969	Percent change	Kind of business	1970	1969	Percent change
United States, total.....	110,848	103,070	+8	Apparel group.....	6,191	5,921	+5
Durable goods stores, total.....	5,750	5,892	-2	Men's, boys' wear stores <sup>1</sup> .....	852	905	-6
Nondurable goods stores, total....	105,098	97,178	+8	Women's apparel, accessory stores <sup>2</sup> .....	2,250	2,090	+8
Food group.....	40,965	37,619	+9	Women's ready-to-wear stores.....	2,041	1,859	+10
Grocery stores.....	40,557	37,163	+9	Shoe stores.....	1,712	1,598	+7
Eating and drinking places.....	2,683	2,487	+8	Furniture and appliance group.....	1,281	1,354	-5
General merchandise group with nonstores	45,302	41,997	+8	Tire, battery, accessory dealers.....	1,747	1,816	-4
General merchandise group without nonstores (except department store mail order).....	42,165	39,222	+8	Drug and proprietary stores.....	4,307	3,777	+14
Department stores and dry goods, general merchandise stores.....	33,243	30,906	+8	Liquor stores.....	2,023	1,947	+4
Department stores.....	31,105	28,934	+8				
Variety stores.....	5,627	5,232	+8				

Note: U.S. and group totals include kinds of business not shown separately.

<sup>1</sup>Includes men's, boys' clothing, furnishings stores, and custom tailors.

<sup>2</sup>Includes women's ready-to-wear, other apparel, accessory, specialty shops; and furriers.

**Figure 1 Estimated Sales of Retail Stores of Organizations Operating 11 or more Retail Stores (Group II), by Selected Kinds of Business: 1970**



### Distribution of Sales by Region, Division, Selected State, and Specified SMSA

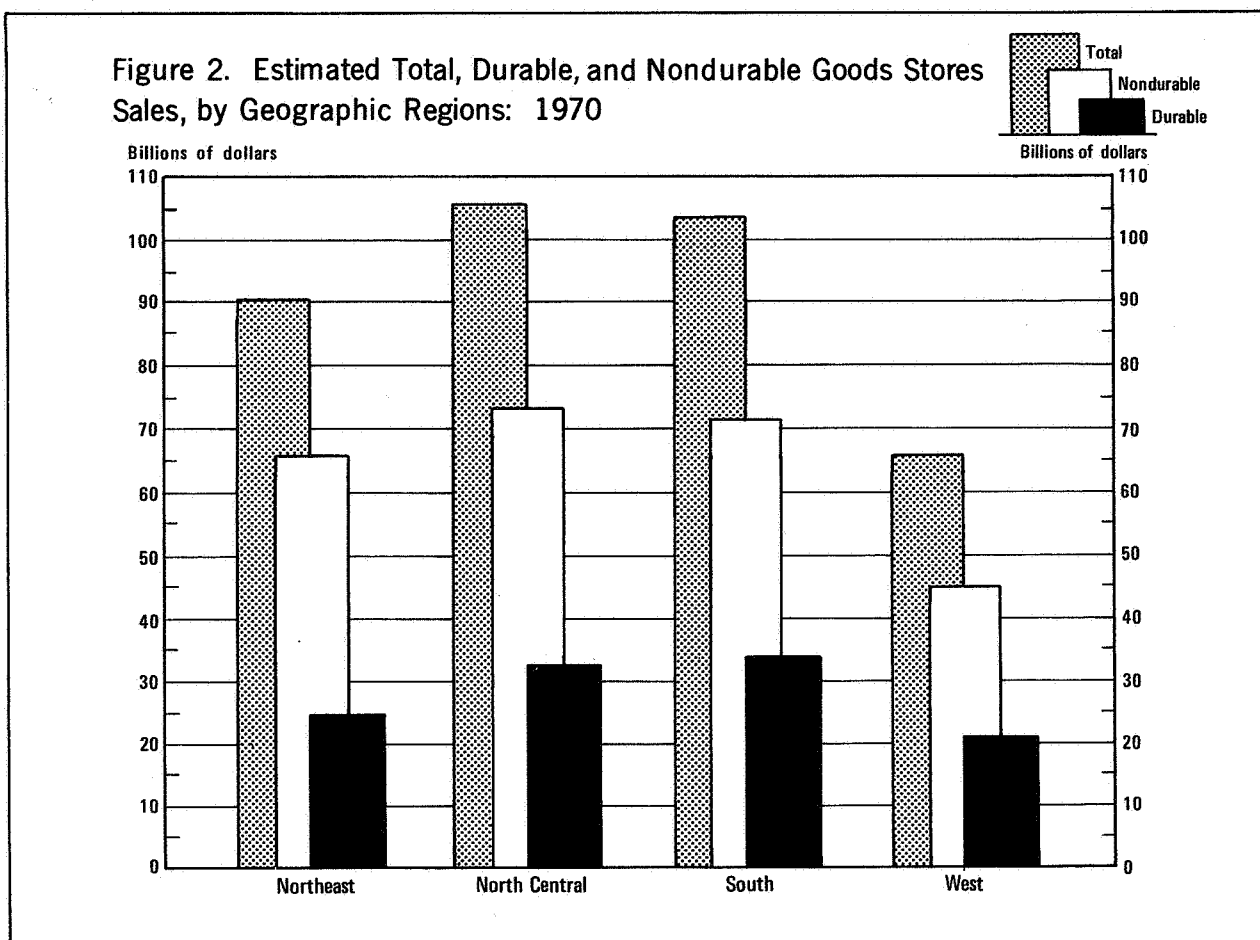
The North Central region accounted for \$105.5 billion or 28.9 percent of total 1970 United States retail sales, with the East North Central and West North Central division, respectively, totaling \$74.8 billion and \$30.7 billion of the region's total. In the East North Central division, Illinois had sales of \$21.8 billion, up 4 percent over 1969; Ohio had \$19.1 billion, up 3 percent; and Michigan had \$16.6 billion, up 2 percent.

Retail sales in the South, second among the four regions, amounted to \$103.5 billion, 28.4 percent of total retail sales for the United States. The largest portion of regional sales were made in the South Atlantic division with \$52.6 billion, followed by the West South Central division with \$31.8 billion (of which the State of Texas accounted for \$19.5 billion) and the East South Central division with \$19 billion.

The Northeast region had retail sales totaling \$90 billion or 24.7 percent of the United States total, with the Middle Atlantic and New England divisions accounting for \$67.5 billion and \$22.6 billion, respectively. In the Middle Atlantic division, New York State led with total sales of \$33.6 billion, followed by Pennsylvania with \$20.9 billion and New Jersey with \$12.9 billion.

In the West region, retail sales totaled \$65.5 billion, 18 percent of the United States total. The Pacific division accounted for \$50.3 billion or 76.8 percent of the region's total, with California having \$38.9 billion of the division total. The Mountain division accounted for \$15.2 billion or 23.2 percent of the region's sales.

For the nine standard metropolitan statistical areas for which total retail sales are shown, 1970 annual sales ranged from \$21.2 billion for New York to \$4.3 billion for Pittsburgh. Sales of the GAF group, i.e., general merchandise (including all nonstores), apparel, and furniture and appliance groups, for the 16 specified SMSA's ranged from \$7.3 billion for New York to \$1 billion for Kansas City.



**Table 3. Estimated Sales of All Retail Stores, by Geographic Region and Kind of Business: 1970 and 1969**

(Amounts in millions of dollars)

Kind of business	Northeastern States <sup>1</sup>			North Central States			The South			The West		
	1970	1969	Percent change	1970	1969	Percent change	1970	1969	Percent change	1970	1969	Percent change
All kinds of business, total.	90,029	87,307	+3	105,519	101,966	+3	103,524	99,287	+4	65,499	63,073	+4
Durable goods stores, total	24,207	24,536	-1	32,272	33,497	-4	32,521	33,841	-4	20,694	20,905	-1
Nondurable goods stores, total.....	65,822	62,771	+5	73,247	68,469	+7	71,003	65,446	+8	44,805	42,168	+6
Food group.....	21,055	20,179	+4	22,516	20,731	+9	23,315	21,350	+9	14,580	13,606	+7
Grocery stores.....	18,651	18,015	+4	21,165	19,505	+9	22,516	20,570	+9	13,739	12,865	+7
Eating and drinking places.....	7,671	7,117	+8	7,985	7,406	+8	6,921	6,433	+8	5,295	4,893	+8
GAF <sup>1</sup> , total.....	26,906	25,809	+4	28,137	27,552	+2	27,725	25,904	+7	17,312	16,227	+7
General merchandise group <sup>2</sup> .....	16,029	15,008	+7	18,647	17,764	+5	17,515	15,746	+11	10,676	10,097	+6
Department stores.....	10,005	9,339	+7	11,326	10,930	+4	9,993	9,177	+9	7,234	6,967	+4
Apparel group.....	6,457	6,406	+1	5,052	5,129	-2	5,509	5,398	+2	3,378	3,225	+5
Furniture and appliance group..	4,420	4,395	+1	4,438	4,659	-5	4,701	4,760	-1	3,258	2,905	+12
Lumber, building, hardware, farm equipment group.....	3,364	3,205	+5	7,687	7,683	0	5,374	5,203	+3	(NA)	(NA)	(NA)
Automotive group.....	(NA)	(NA)	(NA)	17,564	18,709	-6	19,611	21,201	-8	(NA)	(NA)	(NA)
Gasoline service stations.....	5,265	5,263	0	7,957	7,223	+10	8,298	7,674	+8	4,984	4,956	+1
Drug and proprietary stores.....	2,709	2,485	+9	3,578	3,408	+5	3,663	3,494	+5	2,800	2,476	+13

Note: Estimates are based on a sample. (See sampling variabilities on page 16.) Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 19.

NA Not available.

<sup>1</sup>Stores in general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>2</sup>Includes nonstores.

**Table 4. Estimated Sales of All Retail Stores by Selected Kinds of Business for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas: 1970 and 1969**

(Amounts in millions of dollars)

Statistical area	1970	1969	Percent change	Statistical area	1970	1969	Percent change
STANDARD CONSOLIDATED AREAS <sup>1</sup>				STANDARD METROPOLITAN STATISTICAL AREAS <sup>1</sup> --Continued			
Chicago, Ill.--Northwestern Indiana, total	15,705	14,852	+6	Los Angeles-Long Beach, Calif., total..	14,115	13,831	+2
Nondurable goods stores.....	11,477	10,582	+8	Nondurable goods stores.....	10,238	9,729	+5
GAF <sup>2</sup> .....	5,553	5,372	+3	GAF <sup>2</sup> .....	4,058	3,887	+4
New York, N.Y.--Northeastern New Jersey, total.....	29,666	29,212	+2	Minneapolis-St. Paul, Minn., GAF <sup>2</sup> .....	1,298	1,291	+1
Nondurable goods stores.....	22,366	21,612	+3	New York, N.Y., total.....	21,246	20,935	+1
GAF <sup>2</sup> .....	10,024	9,744	+3	Nondurable goods stores.....	16,162	15,690	+3
STANDARD METROPOLITAN STATISTICAL AREAS <sup>1</sup>				GAF <sup>2</sup> .....	7,338	7,115	+3
Baltimore, Md., GAF <sup>2</sup> .....	1,139	1,074	+6	Philadelphia, Pa., total.....	8,763	8,533	+3
Boston, Mass., GAF <sup>2</sup> .....	2,025	1,958	+3	Nondurable goods stores.....	6,362	6,082	+5
Chicago, Ill., total.....	14,555	13,833	+5	GAF <sup>2</sup> .....	2,840	2,732	+4
Nondurable goods stores.....	10,646	9,841	+8	Pittsburgh, Pa., total.....	4,275	4,180	+2
GAF <sup>2</sup> .....	5,253	5,071	+4	Nondurable goods stores.....	3,178	3,028	+5
Cleveland, Ohio, GAF <sup>2</sup> .....	1,090	1,149	-5	GAF <sup>2</sup> .....	1,248	1,249	0
Dallas, Tex., GAF <sup>2</sup> .....	1,103	1,060	+4	St. Louis, Mo.-Ill., total.....	4,337	4,175	+4
Detroit, Mich., total.....	8,269	8,158	+1	Nondurable goods stores.....	3,081	2,912	+6
Nondurable goods stores.....	5,748	5,511	+4	GAF <sup>2</sup> .....	1,362	1,295	+5
GAF <sup>2</sup> .....	2,429	2,569	-5	San Francisco-Oakland, Calif., total...	6,138	6,135	0
Houston, Tex., GAF <sup>2</sup> .....	1,099	1,044	+5	Nondurable goods stores.....	4,553	4,402	+3
Kansas City, Mo.-Kans., GAF <sup>2</sup> .....	1,016	993	+2	GAF <sup>2</sup> .....	1,757	1,783	-1
				Washington, D.C.-Md.-Va., total.....	5,690	5,481	+4
				Nondurable goods stores.....	4,175	3,933	+6
				GAF <sup>2</sup> .....	1,578	1,514	+4

Note: Sampling variabilities are shown on page 16. Statistics for the Boston SMSA include retail stores in all of Essex, Middlesex, Norfolk, and Suffolk Counties. See SMSA definitions on page 20.

<sup>1</sup>Standard consolidated areas and standard metropolitan statistical areas are listed on page 20.

<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in the department-store types of merchandise.



## Per Capita Sales

Per capita sales in the United States in 1970 totaled \$1,808 compared with \$1,766 in 1969, an increase of 2 percent. Sales of nondurable goods stores were \$1,264 per capita in 1970, reflecting a 5 percent increase in sales per person over the \$1,200 in 1969. The food group, eating and drinking places, and the general merchandise group with nonstores showed the largest gains in the nondurable category, each with a 6 percent increase. This was accompanied by 1970 per capita gains in gasoline service stations and drug and proprietary stores, up 4 and 5 percent, respectively. The apparel group was unchanged with per capita sales of \$101 for both 1969 and 1970.

Per capita sales of durable goods stores declined 4 percent from the 1969 level, going from \$566 in 1969 to \$544 in 1970. The year-to-year decrease reflected a 7 percent decrease in the automotive group; per capita sales amounted to \$312 in 1970, compared with \$336 in 1969. The lumber, building, hardware, farm equipment group gained 1 percent in sales per person, while the furniture and appliance group declined 1 percent, going from \$84 in 1969 to \$83 in 1970.

Of the four regions in the country, the West had the highest per capita retail sales in 1970 with \$1,910, followed by the North Central with \$1,867, the Northeast with \$1,841, and the South with \$1,671. Among the selected large States, per capita sales ranged from a high of \$2,010 in Florida to a low of \$1,545 in North Carolina.

**Table 5. Per Capita Sales of All Retail Stores in the United States, by Geographic Region and Kind of Business: 1970 and 1969**

(Amounts in dollars)

Kind of business	United States			Northeast			North Central			South			West		
	1970 <sup>1</sup>	1969 <sup>2</sup>	Percent change	1970 <sup>1</sup>	1969 <sup>2</sup>	Percent change	1970 <sup>1</sup>	1969 <sup>2</sup>	Percent change	1970 <sup>1</sup>	1969 <sup>2</sup>	Percent change	1970 <sup>1</sup>	1969 <sup>2</sup>	Percent change
All kinds of business.....	1,808	1,766	+2	1,841	1,801	+2	1,867	1,825	+2	1,671	1,626	+3	1,910	1,874	+2
Durable goods stores....	544	566	-4	495	506	-2	571	600	-5	525	554	-5	603	621	-3
Nondurable goods stores..	1,264	1,200	+5	1,346	1,295	+4	1,296	1,225	+6	1,146	1,072	+7	1,307	1,253	+4
Food group.....	404	381	+6	431	416	+4	398	371	+7	376	350	+7	425	404	+5
Grocery stores.....	377	356	+6	381	372	+2	374	349	+7	364	337	+8	401	382	+5
Eating and drinking places....	138	130	+6	157	147	+7	141	133	+6	112	105	+7	154	145	+6
GAF <sup>2</sup> .....	496	480	+3	550	533	+3	498	493	+1	448	424	+6	505	482	+5
General merchandise group <sup>3</sup> ..	312	295	+6	328	310	+6	330	318	+4	283	258	+10	311	300	+4
Department stores.....	191	183	+4	205	193	+6	200	196	+2	161	150	+7	211	207	+2
Apparel group.....	101	101	0	132	132	0	89	92	-3	89	88	+1	99	96	+3
Furniture and appliance group.....	83	84	-1	90	91	-1	79	83	-5	76	78	-3	95	86	+10
Lumber, building, hardware, farm equipment group.....	98	97	+1	69	66	+5	136	137	-1	87	85	+2	(NA)	(NA)	(NA)
Automotive group.....	312	336	-7	(NA)	(NA)	(NA)	311	335	-7	317	347	-9	(NA)	(NA)	(NA)
Gasoline service stations.....	131	126	+4	108	109	-1	141	129	+9	134	126	+6	145	147	-1
Drug and proprietary stores...	63	60	+5	55	51	+8	63	61	+3	59	57	+4	82	74	+11

<sup>1</sup>Revised.

NA Not available.

<sup>2</sup>Data based on preliminary civilian population estimates as of July 1, 1970.

<sup>3</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>4</sup>Includes nonstores.

Figure 3. Per Capita Sales of Selected Kinds of Business of All Retail Stores in the United States: 1970 and 1969

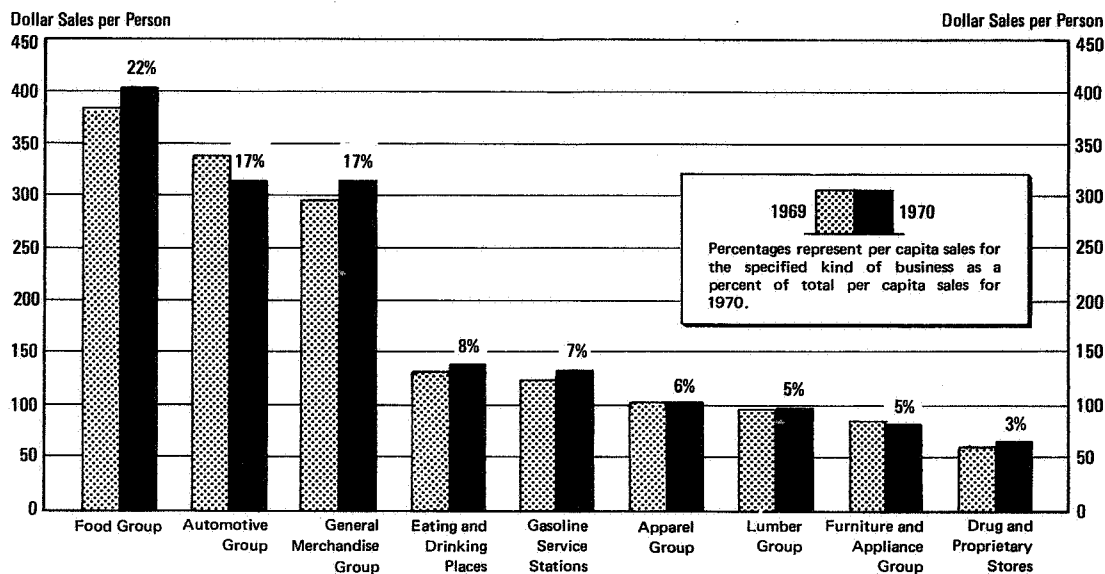


Table 6. Estimated Annual and Per Capita Sales of All Retail Stores for Specified Large States: 1970 and 1969

State	Annual sales			Per capita sales		
	(millions of dollars)		Percent change	(dollars)		Percent change
	1970	1969		1970 <sup>1</sup>	1969 <sup>2</sup>	
California, total.....	38,917	37,835	+3	1,982	1,958	+1
Nondurable goods stores.....	27,179	25,797	+5	1,384	1,335	+4
GAR <sup>2</sup> .....	10,606	10,162	+4	540	526	+3
Florida, total.....	13,528	12,815	+6	2,010	1,959	+3
Nondurable goods stores.....	9,299	8,408	+11	1,382	1,285	+8
Illinois, total.....	21,778	20,947	+4	1,964	1,909	+3
Nondurable goods stores.....	15,421	14,300	+8	1,391	1,303	+7
GAR <sup>2</sup> .....	6,853	6,701	+2	618	611	+1
Indiana, total.....	9,480	9,129	+4	1,822	1,778	+2
Massachusetts, total.....	10,828	10,275	+5	1,909	1,831	+4
Nondurable goods stores.....	7,814	7,458	+5	1,378	1,329	+4
Michigan, total.....	16,552	16,161	+2	1,862	1,844	+1
Nondurable goods stores.....	11,550	10,747	+7	1,299	1,226	+6
Minnesota, total.....	6,710	6,572	+2	1,758	1,751	0
Missouri, total.....	9,101	8,533	+7	1,956	1,857	+5
New Jersey, total.....	12,927	12,591	+3	1,812	1,791	+1
Nondurable goods stores.....	9,344	8,824	+6	1,309	1,255	+4
New York, total.....	33,601	32,969	+2	1,848	1,825	+1
Nondurable goods stores.....	25,019	24,032	+4	1,376	1,330	+3
GAR <sup>2</sup> .....	10,343	10,148	+2	569	562	+1
North Carolina, total.....	7,687	7,477	+3	1,545	1,522	+2
Ohio, total.....	19,095	18,510	+3	1,791	1,756	+2
Nondurable goods stores.....	13,188	12,575	+5	1,237	1,193	+4
Pennsylvania, total.....	20,946	20,127	+4	1,776	1,717	+3
Nondurable goods stores.....	15,099	14,335	+5	1,280	1,223	+5
GAR <sup>2</sup> .....	6,209	5,928	+5	526	506	+4
Texas, total.....	19,502	18,842	+4	1,760	1,737	+1
Nondurable goods stores.....	13,084	12,151	+8	1,181	1,120	+5
Wisconsin, total.....	7,916	7,606	+4	1,787	1,738	+3

Note: Estimates are based on a sample (See sampling variabilities on page 17.)

<sup>1</sup>Revised.

<sup>2</sup>Data are based on preliminary civilian population estimates as of July 1, 1970.

<sup>3</sup>Stores in general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

**Table 7. Estimated Annual and Per Capita Sales of All Retail Stores by Geographic Division and Kind of Business: 1970 and 1969**

Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales (dollars)		
	1970	1969	Percent change	1970 <sup>1</sup>	1969 <sup>2</sup>	Percent change
NEW ENGLAND, total.....	22,555	21,619	+4	1,915	1,856	+3
Durable goods stores.....	6,195	6,040	+3	526	518	+2
Nondurable goods stores.....	16,360	15,579	+5	1,389	1,338	+4
Food group.....	5,244	4,948	+6	445	425	+5
GAF <sup>2</sup> , total.....	6,386	6,004	+6	542	516	+5
Gasoline service stations.....	1,437	1,429	+1	122	123	-1
MIDDLE ATLANTIC, total.....	67,474	65,688	+3	1,818	1,784	+2
Durable goods stores.....	18,012	18,496	-3	485	502	-3
Nondurable goods stores.....	49,462	47,192	+5	1,333	1,282	+4
Eating and drinking places.....	5,988	5,580	+7	161	152	+6
GAF <sup>2</sup> , total.....	20,520	19,807	+4	553	538	+3
General merchandise group <sup>3</sup> .....	12,290	11,464	+7	331	311	+6
Apparel group.....	5,033	4,929	+2	136	134	+1
Gasoline service stations.....	3,827	3,834	0	103	104	-1
Drug and proprietary stores.....	2,090	1,904	+10	56	52	+8
EAST NORTH CENTRAL, total.....	74,821	72,353	+3	1,858	1,818	+2
Durable goods stores.....	22,294	23,237	-4	554	584	-5
Nondurable goods stores.....	52,527	49,116	+7	1,304	1,234	+6
Food group.....	16,753	15,424	+9	416	388	+7
Eating and drinking places.....	6,100	5,478	+11	151	138	+9
GAF <sup>2</sup> , total.....	20,453	20,191	+1	508	507	0
General merchandise group <sup>3</sup> .....	13,654	13,172	+4	339	331	+2
Apparel group.....	3,534	3,608	-2	88	91	-3
Gasoline service stations.....	5,654	5,058	+12	140	127	+10
Drug and proprietary stores.....	2,530	2,443	+4	63	61	+3
WEST NORTH CENTRAL, total.....	30,698	29,613	+4	1,889	1,841	+3
Durable goods stores.....	9,978	10,260	-3	614	638	-4
Nondurable goods stores.....	20,720	19,353	+7	1,275	1,203	+6
Food group.....	5,763	5,306	+9	355	330	+8
GAF <sup>2</sup> , total.....	7,684	7,363	+4	473	458	+3
General merchandise group <sup>3</sup> .....	4,993	4,593	+9	307	286	+7
Gasoline service stations.....	2,303	2,165	+6	142	135	+5
SOUTH ATLANTIC, total.....	52,640	50,647	+4	1,749	1,709	+2
Durable goods stores.....	16,155	16,763	-4	537	566	-5
Nondurable goods stores.....	36,485	33,884	+8	1,212	1,143	+6
Eating and drinking places.....	3,751	3,466	+8	125	117	+7
GAF <sup>2</sup> , total.....	14,260	13,284	+7	474	448	+6
General merchandise group <sup>3</sup> .....	9,073	8,135	+12	301	274	+10
Apparel group.....	2,721	2,692	+1	90	91	-1
Gasoline service stations.....	4,099	3,864	+6	136	130	+5
Drug and proprietary stores.....	1,897	1,856	+2	63	63	0
EAST SOUTH CENTRAL, total.....	19,039	18,182	+5	1,500	1,441	+4
Nondurable goods stores.....	13,097	11,882	+10	1,032	942	+10
Food group.....	4,584	4,192	+9	361	332	+9
GAF <sup>2</sup> , total.....	4,848	4,487	+8	382	356	+7
General merchandise group <sup>3</sup> .....	3,162	2,770	+14	249	220	+13
WEST SOUTH CENTRAL, total.....	31,845	30,458	+5	1,664	1,618	+3
Durable goods stores.....	10,424	10,778	-3	545	572	-5
Nondurable goods stores.....	21,421	19,680	+9	1,119	1,046	+7
Food group.....	6,887	6,292	+9	360	334	+8
GAF <sup>2</sup> , total.....	8,617	8,133	+6	450	432	+4
General merchandise group <sup>3</sup> .....	5,280	4,841	+9	276	257	+7
MOUNTAIN, total.....	15,237	13,975	+9	1,859	1,736	+7
Nondurable goods stores.....	9,576	8,750	+9	1,168	1,087	+7
Food group.....	2,941	2,772	+6	359	344	+4
GAF <sup>2</sup> , total.....	3,808	3,341	+14	465	415	+12
General merchandise group <sup>3</sup> .....	2,256	2,031	+11	275	252	+9
PACIFIC, total.....	50,262	49,098	+2	1,926	1,918	0
Durable goods stores.....	15,033	15,680	-4	576	613	-6
Nondurable goods stores.....	35,229	33,418	+5	1,350	1,305	+3
Food group.....	11,639	10,834	+7	446	423	+5
Eating and drinking places.....	4,246	4,049	+5	163	158	+3
GAF <sup>2</sup> , total.....	13,504	12,886	+5	518	503	+3
General merchandise group <sup>3</sup> .....	8,420	8,066	+4	323	315	+3
Gasoline service stations.....	3,705	3,740	-1	142	146	-3

Note: States in geographic divisions are shown on page 19. Measures of sampling variability are shown on page 16. Totals include data for kinds of business not shown separately.

<sup>1</sup>Revised.

<sup>2</sup>Data are based on preliminary civilian population estimates as of July 1, 1970.

<sup>3</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>4</sup>Includes nonstores.

## MERCHANDISE PURCHASES

The total cost value of merchandise purchased by all retail stores in the United States during 1970 was estimated at \$260 billion, 4 percent higher than the \$250 billion estimated for 1969. Of the 1970 total, \$83 billion represented the cost of durable goods purchases, down 2 percent from 1969, and \$177 billion represented the cost of nondurable goods purchases, up 7 percent from 1969.

In the durable goods category, the automotive group showed a 5 percent decrease in merchandise purchases for 1970 compared with 1969. The cost of purchases for the furniture and appliance group was little changed year-to-year while the lumber, building, hardware, farm equipment group increased purchases by 5 percent. In the nondurable

goods category, the general merchandise group with nonstores reported a 6 percent increase in purchases year-to-year while the apparel group reported a 1 percent increase. The food group, drug and proprietary stores, and liquor stores reported increases of 9 percent, 11 percent, and 10 percent, respectively.

Organizations operating 11 or more retail stores reported for 1970 an 8 percent increase in the total cost of merchandise purchases compared to 1969 for all kinds of business combined. The general merchandise group with nonstores, which accounted for 37 percent of total purchases by these organizations, showed an increase of 7 percent year-to-year; the food group which accounted for 42 percent recorded an increase of 10 percent.

Figure 4. Total Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind-of-Business Groups: 1970

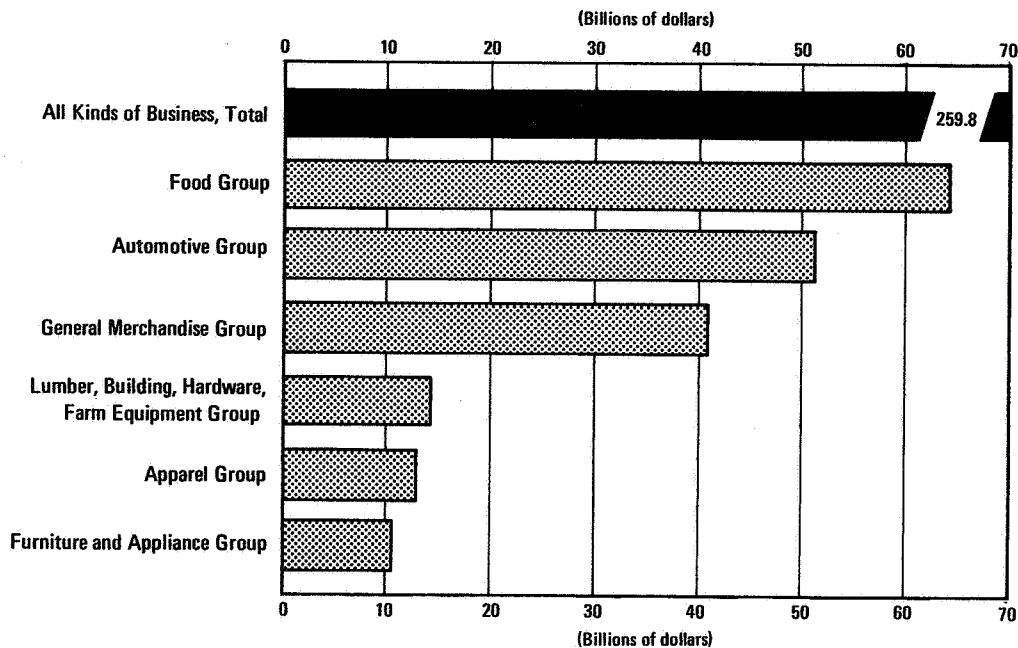


Table 8. **Estimated Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind of Business: 1970 and 1969**

(Amounts in millions of dollars)

Kind of business	1970	1969	Percent change	Kind of business	1970	1969	Percent change
All kinds of business.....	259,817	249,683	+4	Furniture and appliance group.....	10,490	10,472	0
Durable goods stores.....	83,016	84,323	-2	Furniture, home furnishings stores....	5,965	6,133	-3
Nondurable goods stores.....	176,801	165,360	+7	Furniture stores.....	4,423	4,645	-5
Food group.....	64,453	59,399	+9	Household appliances, TV, radio stores	3,758	3,656	+3
Grocery stores.....	60,989	56,155	+9	Household appliance dealers.....	2,581	2,425	+6
Eating and drinking places.....	12,574	12,139	+4	Lumber, building, hardware, farm equipment group.....	14,469	13,814	+5
General merchandise group with nonstores.	40,903	38,617	+6	Lumber yards, building materials dealers <sup>1</sup> .....	7,757	7,592	+2
General merchandise group without nonstores (except dept. stores mail order).....	37,850	35,614	+6	Lumber yards.....	4,590	4,834	-5
Department stores and dry goods, general merchandise stores.....	29,584	27,908	+6	Hardware stores.....	2,154	2,131	+1
Department stores.....	23,712	22,619	+5	Farm equipment dealers.....	4,558	4,091	+11
Variety stores.....	5,387	4,936	+9	Automotive group.....	51,346	54,000	-5
Mail order (dept. store merchandise)...	2,879	2,770	+4	Passenger car dealers <sup>2</sup> .....	44,055	47,557	-7
Apparel group.....	12,555	12,372	+1	Passenger car dealers (franchised)...	40,640	43,838	-7
Men's, boys' clothing, furnishing stores.....	2,738	2,656	+3	Tire, battery, accessory dealers.....	3,599	3,383	+6
Women's ready-to-wear stores.....	4,078	4,160	-2	Gasoline service stations.....	19,862	18,997	+5
Shoe stores.....	2,131	2,033	+5	Drug and proprietary stores.....	9,089	8,192	+11
				Liquor stores.....	5,877	5,354	+10
				Jewelry stores.....	1,312	1,320	-1

Note: Measures of sampling variability are provided on page 15. Group totals include kinds of business not shown separately.

<sup>1</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

<sup>2</sup>Includes both franchised and nonfranchised car dealers.

Table 9. **Estimated Cost of Merchandise Purchased by Retail Stores of Organizations Operating 11 or More Retail Stores in the United States, by Kind of Business: 1970 and 1969**

(Amounts in millions of dollars)

Kind of business	1970	1969	Percent change	Kind of business	1970	1969	Percent change
All kinds of business.....	78,212	72,441	+8	Apparel group.....	3,828	3,691	+4
Durable goods stores.....	3,970	3,935	+1	Men's, boys' clothing, furnishings stores.....	486	467	+4
Nondurable goods stores.....	74,242	68,506	+8	Women's ready-to-wear stores.....	1,167	1,193	-2
Food group.....	32,673	29,774	+10	Shoe stores.....	908	884	+3
Grocery stores.....	32,262	29,417	+10	Furniture and appliance group.....	728	742	-2
General merchandise group with nonstores.	29,163	27,256	+7	Lumber, building, hardware, farm equipment group.....	1,538	1,468	+5
General merchandise group without nonstores (except dept. stores mail order).....	27,637	25,762	+7	Lumber yards, building materials dealers <sup>1</sup> .....	1,254	1,223	+3
Department stores and dry goods, general merchandise stores.....	20,680	19,285	+7	Lumber yards.....	740	744	-1
Department stores.....	18,882	17,605	+7	Tire, battery, accessory dealers.....	1,228	1,191	+3
Variety stores.....	4,357	3,968	+10	Drug and proprietary stores.....	3,223	2,793	+15
				Liquor stores.....	1,345	1,279	+5

Note: Group totals include kinds of business not shown separately.

<sup>1</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

## MERCHANDISE INVENTORIES

### Merchandise-on-Hand

The cost value of merchandise inventories in retail stores and warehouses of retail stores in the United States on December 31, 1970, was estimated at \$44.4 billion, 2 percent higher than inventories held at the close of 1969. Of this total, \$25.3 billion represented the value of stocks of nondurable goods stores, up 5 percent from 1969, and \$19.2 billion, the stocks of durable goods stores, down 2 percent from 1969.

In the durable goods category, the automotive group showed a 9 percent decrease in inventory holdings on December 31, 1970, compared with the same date a year ago. The furniture and appliance group showed a 3 percent increase while the lumber, building, hardware, farm equipment group increased by 7 percent. In the nondurable goods category, the general merchandise group with nonstores closed the year with inventories higher than in 1969 - up 7 percent, while the apparel group was little changed year-to-year. The food group, drug and proprietary stores and liquor stores reported inventory gains of 6 percent, 7 percent, and 11 percent, respectively.

In warehouses and stores of organizations operating 11 or more retail stores, the cost value of merchandise held for sale on December 31, 1970, totaled \$14.1 billion, 7 percent over that held

on December 31, 1969. The general merchandise group with nonstores, which accounted for more than 48 percent of the total warehouse and store inventories of these organizations, showed a year-to-year gain of 8 percent; the food group, which accounted for 20 percent of the total, recorded an increase of 6 percent over 1969.

### Sales-Inventory Ratios

Annual sales of all retail stores in 1970 were 8.9 times the cost value of year-end inventories. The ratio of sales to year-end inventories for nondurable goods stores was 11.3 in 1970 compared with 11.2 for 1969. The ratio for durable goods stores was 6.0 for 1970, down from 6.1 in 1969.

Passenger car dealers showed a sales-inventory ratio of 8.6 compared with 7.8 in the preceding year. The sales inventory ratio for department stores decreased to 7.2 in 1970 from 7.4 in 1969. The ratio for furniture and home furnishing stores also decreased year-to-year, going from 6.2 in 1969 to 5.6 in 1970 while the ratio for grocery stores increased from 19.9 in 1969 to 20.3 in 1970. The ratios were little changed from 1969 for farm equipment dealers, 3.0 compared with 2.9; drug and proprietary stores, 6.3 compared with 6.4; shoe stores, 4.0 compared with 4.1.

Figure 5. Total Merchandise Inventories of All Retail Stores and Warehouses by Major Kind-of-Business Groups: End of Year 1970

(Merchandise inventories, at cost)

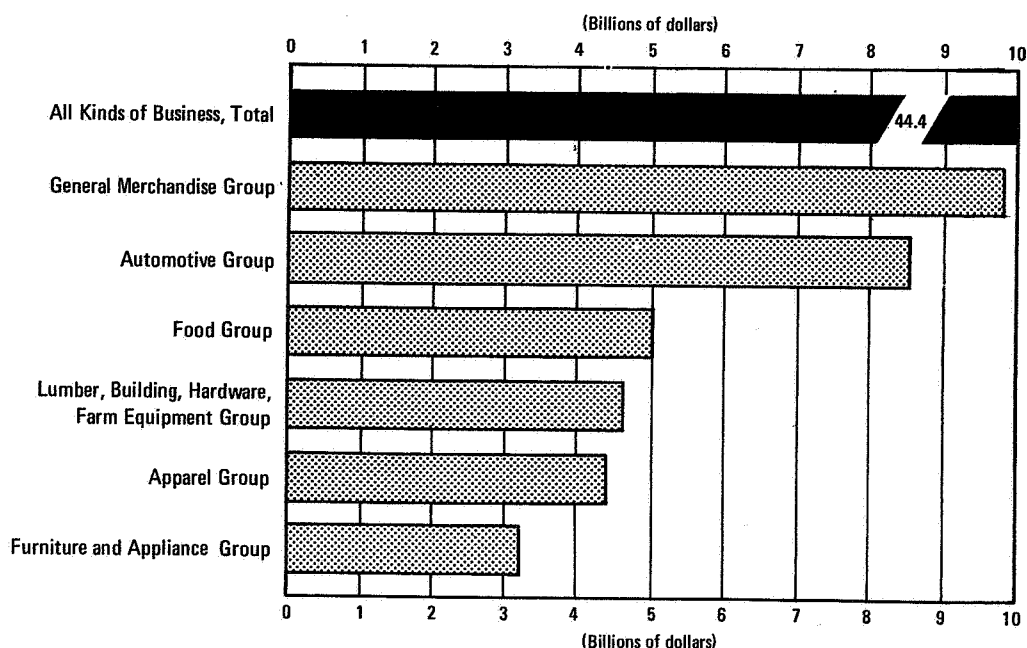


Table 10. **Estimated Merchandise Inventories and Sales-Inventory Ratios of All Retail Stores and Warehouses in the United States, by Kind of Business: End of Year 1970 and 1969**

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales - inventory ratio <sup>1</sup> (stores only)	
	Warehouses and stores			Stores			1970	1969
	1970	1969	Percent change	1970	1969	Percent change		
All kinds of business.....	44,442	43,535	+2	40,731	39,893	+2	8.9	8.9
Durable goods stores.....	19,174	19,527	-2	18,295	18,642	-2	6.0	6.1
Nondurable goods stores.....	25,268	24,008	+5	22,436	21,251	+6	11.3	11.2
Food group.....	4,957	4,691	+6	3,932	3,713	+6	20.8	20.4
Grocery stores.....	4,784	4,533	+6	3,773	3,570	+6	20.3	19.9
Eating and drinking places.....	616	628	-2	574	588	-2	47.6	45.3
General merchandise group with nonstores.....	9,824	9,186	+7	8,766	8,129	+8	7.0	7.3
General merchandise group without nonstores (except department stores mail order).....	9,477	8,847	+7	8,510	7,924	+7	6.6	6.8
Department stores and dry goods, general merchandise stores..	7,262	6,861	+6	6,482	6,086	+7	6.8	7.0
Department stores.....	5,620	5,348	+5	5,004	4,729	+6	7.2	7.4
Variety stores.....	1,602	1,422	+13	1,425	1,275	+12	5.9	5.7
Mail order (department store merchandise).....	613	563	+9	613	563	+9	6.2	6.3
Apparel group.....	4,407	4,426	0	4,239	4,254	0	4.7	4.6
Men's, boys' clothing, furnishings stores.....	1,186	1,205	-2	1,174	1,172	0	3.8	3.7
Women's ready-to-wear stores.....	1,110	1,138	-2	1,093	1,110	-2	5.9	6.0
Shoe stores.....	937	889	+5	867	832	+4	4.1	4.0
Furniture and appliance group.....	3,210	3,122	+3	2,920	2,776	+5	5.3	5.9
Furniture, home furnishings stores.....	1,806	1,827	-1	1,627	1,619	0	5.6	6.2
Furniture stores.....	1,474	1,504	-2	1,324	1,328	0	5.1	5.7
Household appliance, TV, radio stores.....	1,078	1,021	+6	982	889	+10	5.3	6.0
Household appliance dealers.....	758	700	+8	674	603	+12	5.2	5.9
Lumber, building, hardware, farm equipment group.....	4,593	4,306	+7	4,423	4,156	+6	4.4	4.6
Lumber yards, building materials dealers <sup>2</sup> .....	1,809	1,731	+5	1,702	1,639	+4	6.2	6.2
Lumber yards.....	1,122	1,098	+2	1,080	1,059	+2	5.7	6.3
Hardware stores.....	791	815	-3	776	800	-3	4.0	3.9
Farm equipment dealers.....	1,993	1,760	+13	1,945	1,717	+13	2.9	3.0
Automotive group.....	8,542	9,424	-9	8,381	9,271	-10	7.7	7.3
Passenger car dealers <sup>3</sup> .....	6,383	7,496	-15	6,354	7,455	-15	8.6	7.8
Passenger car dealers (franchised).....	5,896	7,001	-16	5,870	6,962	-16	8.6	7.7
Tire, battery, accessory dealers.....	1,176	1,102	+7	1,065	995	+7	5.0	5.0
Gasoline service stations.....	983	946	+4	878	875	0	28.1	28.0
Drug and proprietary stores.....	2,240	2,101	+7	2,044	1,931	+6	6.4	6.3
Liquor stores.....	865	782	+11	738	662	+11	10.6	10.8
Jewelry stores.....	928	874	+6	868	823	+5	2.8	2.9

Note: Measures of sampling variability are provided on page 15. Group totals include kinds of business not shown separately.

<sup>1</sup>Based on only those establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year.

<sup>2</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

<sup>3</sup>Includes franchised and nonfranchised car dealers.

Table 11. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses of Organizations Operating 11 or More Retail Stores in the United States, by Kind of Business: End of Year 1970 and 1969

Kind of business	Merchandise inventories, at cost (millions of dollars)						Sales-inventory ratio (stores only)	
	Warehouses and stores			Stores				
	1970	1969	Percent change	1970	1969	Percent change	1970	1969
All kinds of business.....	14,135	13,179	+7	11,384	10,429	+9	10.1	10.1
Durable goods stores.....	1,631	1,558	+5	1,314	1,254	+5	4.7	4.9
Nondurable goods stores.....	12,504	11,621	+8	10,070	9,175	+10	10.8	10.9
Food group.....	2,799	2,653	+6	1,813	1,698	+7	22.9	22.5
Grocery stores.....	2,765	2,623	+5	1,788	1,678	+7	22.9	22.3
General merchandise group with nonstores.....	6,838	6,315	+8	5,948	5,419	+10	7.5	7.8
General merchandise group without nonstores (except department stores mail order).....	6,672	6,160	+8	5,847	5,378	+9	7.1	7.3
Department stores and dry goods, general merchandise stores.....	4,863	4,555	+7	4,208	3,910	+8	7.6	7.7
Department stores.....	4,397	4,123	+7	3,828	3,562	+7	7.6	7.8
Variety stores.....	1,252	1,092	+15	1,082	949	+14	5.9	6.2
Apparel group.....	1,275	1,227	+4	1,142	1,085	+5	5.6	5.5
Men's, boys' clothing, furnishings stores.....	204	216	-6	197	194	+2	4.2	4.2
Women's ready-to-wear stores.....	275	292	-6	260	273	-5	7.5	7.3
Shoe stores.....	403	365	+10	343	315	+9	5.0	4.7
Furniture and appliance group.....	275	274	0	201	193	+4	6.6	6.7
Lumber, building, hardware, farm equipment group.....	483	468	+3	415	405	+2	4.9	4.9
Lumber yards, building materials dealers <sup>1</sup> .....	325	318	+2	298	293	+2	5.7	5.6
Lumber yards.....	182	178	+2	174	170	+2	5.7	5.7
Tire, battery, accessory dealers.....	582	534	+9	484	443	+9	4.0	4.2
Drug and proprietary stores.....	874	756	+16	685	594	+15	6.7	6.7
Liquor stores.....	275	257	+7	155	143	+8	13.3	13.6

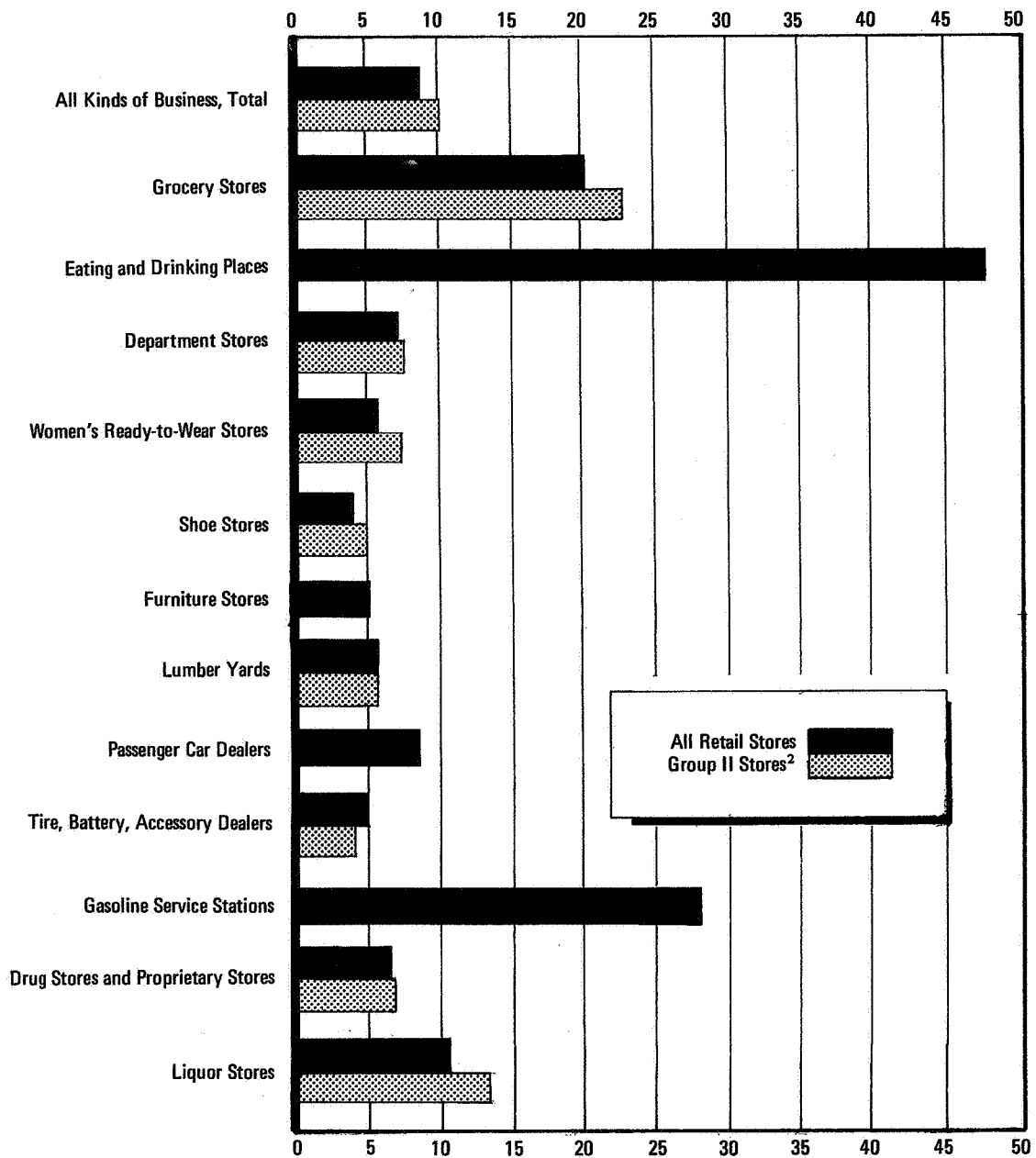
Note: Group totals include data for kinds of business not shown separately.

<sup>1</sup>Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.



**Figure 6. Sales-Inventory Ratios of All Retail Stores and Group II Stores, by Selected Kinds of Business: 1970**

(Annual Turnover: 1970 Sales divided by year-end inventories, at cost)<sup>1</sup>



<sup>1</sup>Data based on establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year. Ratios exclude warehouse inventories.

<sup>2</sup>Retail stores of organizations operating 11 or more retail stores.

## SAMPLE DESIGN AND RELIABILITY OF THE DATA

### Sample Design

Data on purchases and inventories were derived from the 1970 *Annual Retail Trade Survey*, which was based on essentially the same probability sample used to produce national monthly estimates of retail sales published in the *Monthly Retail Trade Report*. A detailed description of this sample is shown in that report. Statistics on annual sales were derived from monthly retail trade data published in the January 1971 *Monthly Retail Trade Report*.

The 1970 annual sample consists of the following components:

A. Group II organizations; i.e., firms which in the 1963 Census of Business were reported as operating 11 or more retail stores in the United States, are included in the sample regardless of the location in the United States.

B. Group I comprises all remaining retailers as indicated below.

1. From all employer identification numbers (EI numbers assigned in connection with the Federal Insurance Contributions Act (FICA) associated with retail stores in the 1963 Census of Business, stratified by sales size, a sample was selected with proportions of the different size classes varied to minimize sampling error. All employer identification numbers over a specified minimum size (which varied among the different kinds of business from a little over \$1 million annual sales volume to about \$9 million) were selected. Firms with large annual sales (above established levels) were placed on a fixed panel and report each month. Firms with annual sales below the established levels were placed on one of four rotating panels and report current and previous months' data three times a year. For the *Annual Retail Trade Survey*, all of the fixed panel firms and firms on two of the four rotating panels were selected to participate. In order to produce data with an acceptable sampling error the level for certainty selection was lowered for GAF (general mer-

chandise, apparel, and furniture and appliance stores) in certain standard metropolitan statistical areas.

This sample is supplemented each month by a sample drawn from newly issued employer identification numbers. The sampling process for the new numbers is a two-stage one in which, on the basis of sales and classification information collected in the first stage, a selection using the procedure described in the previous paragraph is carried through.

2. All remaining retail stores are represented by a sample of stores located in 58 census sample areas. These census sample areas, generally consisting of combinations of two or three counties, were chosen at random (one from each of the 58 primary strata) with known probability of selection.

On the basis of information collected by the enumerators and subsequently checked against the most recently available list of employer identification numbers from which the mail panel (Item 1 above) was selected, the contribution of this area-enumerated supplement is limited to retail establishments not associated with an employer identification number (i.e., nonemployers) as well as to those associated with an employer identification number not in the universe from which the mail panel was selected. As there is a lag between the time when a business becomes active or is assigned an employer identification number and the time that number is transmitted for use in the monthly supplementation of the mail panels, there is a need to obtain a reflection of their activity in this interval. This is accomplished by the area sample which also can account for establishments in case any employer identification number is inadvertently excluded from the universe from which the mail panels are drawn.

### Reliability of the Data

Because the estimates are based on a sample, exact agreement is not expected with the

results that would be obtained from a complete census of retail stores in which the same enumeration procedure is used. However, because every retail store in the United States has had a chance of being selected for the sample, and because the probability of selection for each store in the sample is known, it is possible to approximate the sampling variability of the estimates made from the sample.

Approximate measures of the differences which may exist because of sampling for the estimates are shown in tables 12 to 16. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed but, in general, are expected to be less than those for merchandise inventory dollar volume estimates.

The measures of sampling variability are at the one-sigma level. At this level, the chances are two out of three that the amounts estimated in this survey would differ from the results of a complete census using the same enumeration procedure, by less than the percentage shown. Sampling errors shown are also subject to possibly high sampling variability. Although certain data not expressly shown in this publication may be derived by subtraction, they are subject to higher sampling variabilities and should not be used in making comparisons.

Measures of sampling variability shown in this report do not include biases which might arise from differences of response, or nonreporting. Nonresponse amounted to about 3/4 percent for inventories, 4/8 percent for merchandise purchases, and 9 percent for sales.

Table 12. Estimated Sampling Variability for Sales, Purchases, and Inventory Estimates

Kind of business	Sampling variability (percent)					Kind of business	Sampling variability (percent)				
	Dollar volume estimate			Year-to-year ratio			Dollar volume estimate			Year-to-year ratio	
	Sales	Pur- chases	Inventory (stores and warehouses)	Pur- chases	Inventory (stores and warehouses)		Sales	Pur- chases	Inventory (stores and warehouses)	Pur- chases	Inventory (stores and warehouses)
United States.....	1	1	1	(Z)	1	Furniture and appliance group...	3	3	4	1	3
Durable goods stores....	1	1	1	(Z)	1	Furniture, home furnishings stores.....	3	4	5	1	5
Nondurable goods stores..	1	1	1	(Z)	1	Furniture stores.....	3	4	5	2	5
Food group.....	1	1	1	(Z)	1	Household appliance, TV, radio stores.....	5	5	5	2	4
Grocery stores.....	1	1	1	(Z)	1	Household appliance dealers.....	5	7	5	2	6
Eating and drinking places.....	2	2	8	1	8	Lumber, building, hardware, farm equipment group.....	3	2	2	1	1
General merchandise group with nonstores.....	1	1	1	(Z)	1	Lumber yards, building materials dealers.....	4	3	3	1	1
General merchandise group without nonstores.....	1	1	1	1	1	Lumber yards.....	3	3	3	1	2
Department stores and dry goods, general merchandise stores....	1	1	2	1	1	Hardware stores.....	5	6	5	2	4
Department stores.....	1	(Z)	(Z)	(Z)	(Z)	Farm equipment.....	(X)	5	4	2	4
Variety stores.....	2	2	2	1	1	Automotive group.....	2	2	2	(Z)	1
Mail order houses (department store merchandise).....	1	(Z)	(Z)	(Z)	(Z)	Passenger car dealers.....	2	2	2	(Z)	1
Apparel group.....	2	2	3	1	2	Passenger car dealers (franchised).....	2	1	1	(Z)	1
Men's, boys' clothing furnishing stores.....	5	8	7	1	4	Tire, battery, accessory dealers.....	3	5	4	2	3
Women's ready-to-wear stores...	3	3	4	1	2	Gasoline service stations.....	2	4	5	1	5
Shoe stores.....	3	4	5	1	3	Drug and proprietary stores....	2	2	2	1	2
						Liquor stores.....	3	5	5	1	3
						Jewelry stores.....	(X)	5	5	3	4

Note: The estimates of sampling variabilities shown above for sales are based on annual sales published in the Monthly Retail Trade Report for January 1970, while those for purchases are based on 1970 and 1969 annual purchases estimates. Those for inventory are based on December 1969 and 1968 merchandise inventory estimates.

X Not applicable.

Z Sampling variability is less than 0.5 percent.

Symbols used for the estimated sampling variability ranges, tables 13, 14, 15, and 16: A = 0 to 3.5 percent; B = 3.6 to 7.0 percent; C = 7.1 to 10.5 percent.

**Table 13. Estimated Range of Sampling Variability of Sales of All Retail Stores for Geographic Regions, by Kind of Business**

Kind of business	Dollar volume sales estimates			
	Northeast	North Central	South	West
All kinds of business.....	A	A	A	A
Durable goods stores.....	A	A	A	A
Nondurable goods stores.....	A	A	A	A
Food group.....	A	A	A	A
Grocery stores.....	A	A	A	A
Eating and drinking places.....	B	B	B	A
GAF <sup>1</sup> , total.....	A	A	A	A
General merchandise group <sup>2</sup> .....	A	A	A	A
Department stores.....	A	A	A	A
Apparel group.....	A	B	B	B
Furniture and appliance group.....	B	B	A	B
Lumber, building, hardware, farm equipment group.....	B	B	B	(X)
Automotive group.....	(X)	A	A	(X)
Gasoline service stations.....	A	B	B	B
Drug and proprietary stores.....	B	B	B	B

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>2</sup>Includes nonstores.

**Table 14. Estimated Range of Sampling Variability of Sales for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas**

Statistical area	Dollar volume (sales estimates)			Statistical area	Dollar volume (sales estimates)		
	Total	Nondurable	GAF <sup>1</sup>		Total	Nondurable	GAF <sup>1</sup>
STANDARD CONSOLIDATED AREA				STANDARD METROPOLITAN STATISTICAL AREA--Continued			
Chicago, Ill.-Northwestern				Detroit, Mich.....	A	A	A
Indiana.....	A	A	A	Houston, Tex.....	(X)	(X)	A
New York, N.Y.-Northeastern				Kansas City, Mo.-Kans.....	(X)	(X)	A
New Jersey.....	A	A	A	Los Angeles-Long Beach, Calif..	A	A	A
STANDARD METROPOLITAN STATISTICAL AREA				Minneapolis-St. Paul, Minn.....	(X)	(X)	A
Baltimore, Md.....	(X)	(X)	B	New York, N.Y.....	A	A	A
Boston, Mass.....	(X)	(X)	B	Philadelphia, Pa.-N.J.....	B	B	B
Chicago, Ill.....	A	A	B	Pittsburgh, Pa.....	B	B	B
Cleveland, Ohio.....	(X)	(X)	A	St. Louis, Mo.-Ill.....	B	C	A
Dallas, Tex.....	(X)	(X)	C	San Francisco-Oakland, Calif...	A	B	B
				Washington, D.C.-Md.-Va.....	A	A	B

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

**Table 15. Estimated Range of Sampling Variability of Sales for Geographic Divisions, by Kind of Business**

Kind of business	Dollar volume sales estimates								
	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Total.....	A	A	A	A	A	A	A	A	A
Durable goods stores.....	B	A	A	A	A	(X)	A	(X)	B
Nondurable goods stores.....	A	A	A	A	A	A	A	A	A
Food group.....	B	(X)	A	A	(X)	B	A	B	A
Eating and drinking places.....	(X)	B	B	(X)	B	(X)	(X)	(X)	A
GAF <sup>1</sup> , total.....	A	A	A	A	A	B	A	A	A
General merchandise group <sup>2</sup> .....	(X)	A	A	A	A	B	A	A	A
Apparel group.....	(X)	A	B	(X)	B	(X)	(X)	(X)	(X)
Gasoline service stations.....	C	B	B	B	B	(X)	(X)	(X)	B
Drug and proprietary group.....	(X)	B	A	(X)	B	(X)	(X)	(X)	(X)

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

<sup>2</sup>Includes nonstores.

Table 16. Estimated Range of Sampling Variability of All Retail Stores for Specified Large States

State	Dollar volume sales estimate			State	Dollar volume sales estimate			State	Dollar volume sales estimate		
	Total	Non-durable	GAF <sup>1</sup>		Total	Non-durable	GAF <sup>1</sup>		Total	Non-durable	GAF <sup>1</sup>
California.....	A	A	A	Michigan.....	A	A	(X)	North Carolina.	A	(X)	(X)
Florida.....	A	A	(X)	Minnesota.....	A	(X)	(X)	Ohio.....	A	A	(X)
Illinois.....	A	A	A	Missouri.....	B	(X)	(X)	Pennsylvania...	A	A	A
Indiana.....	A	(X)	(X)	New Jersey.....	A	A	(X)	Texas.....	A	A	(X)
Massachusetts..	A	A	(X)	New York.....	A	A	A	Wisconsin.....	B	(X)	(X)

X Not applicable.

<sup>1</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

## Appendix A. Explanation of Terms

### Retail trade

This category includes those establishments primarily engaged in selling merchandise for personal, household, or farm consumption.

Some of the important characteristics of retail trade establishments, as defined for this survey, are: The establishment is a recognizable place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment may render services or may engage in processing incidental or subordinate to selling. Not all of these characteristics need be present, and some are modified by trade practice. Excluded from retail trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on military posts, at hospitals, etc. However, liquor stores operated by States, counties, and municipalities are included.

### Retail stores

Retail stores are defined as separate places of business primarily engaged in selling merchandise at retail, including separate departments in such stores leased to others.

In addition to those kinds of business readily recognizable as retail stores, such as grocery stores and drug stores, the term retail stores also includes eating and drinking places, gasoline service stations, lumber yards, coal yards, mail-order houses, establishments from which direct selling (house-to-house) is conducted, and establishments which sell merchandise through coin-operated vending machines. Stores with annual sales less than \$500 during the year were excluded from the tabulations for this report.

### Sales

Sales include total receipts from customers during the year after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

### Merchandise purchases

Merchandise purchases include the total cost, after deduction of returns and discounts for early payment, of delivered merchandise which was purchased for resale during the year, whether or not payment for the merchandise was made during the year. Merchandise purchases data include cash and credit purchases made at central offices and company warehouses. Also included is the cost of goods in transit where title has passed to the purchaser.

Companies engaged in both manufacturing and retail operations, reported purchases as the cost value of intercompany transfer(s) from their plant(s) or warehouse(s) to their retail store(s). These companies also reported the cost of outside purchases.

Merchandise purchases exclude; expenditures for supplies or equipment for company use and not for resale; the cost of raw materials or parts purchased for manufacture into a finished product; goods included in the purchase price of a business.

### Merchandise inventories

Merchandise inventories include stocks of goods (valued at cost) held for sale through retail stores. Merchandise inventories are shown for stores and warehouses combined and stores only. Included are only those warehouses which maintain a supply of merchandise primarily intended for distribution to retail stores within the organization.

Merchandise inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale. Inventories were reported as of the close of the calendar year, except for some businesses which used a fiscal year rather than the calendar year for accounting purposes. About 17 percent of the retail inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (varying from

about 48 percent for stores in the general merchandise group to about 6 percent for the automotive group). Inventory data for a date other than December 31, 1970 have been accepted and included in the tabulations without adjustment.

#### Sales-inventory ratio

The relationship of annual sales to December 31 inventories is derived by dividing annual sales by the cost value of year-end inventories.

The sales-inventory ratios, shown in tables 10 and 11, are based on data for only those stores in operation throughout the full year which reported both sales and inventory, except for the ratios for organizations with 11 or more retail stores which are derived from annual sales figures containing

sales of some stores not in operation the full year and end-of-year inventories of stores that began operating during 1970. Ratios for all stores and organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

For some kinds of business, a slightly different sales-inventory ratio can be obtained by dividing the sales estimate in table 1 or 2 by the corresponding inventory estimate in table 10 or 11. For example, the all-store sales-inventory ratio for furniture stores would be 5.9 ( $7748 \div 1324$ ) compared with 5.1 for the published ratio in table 10. The ratio obtained under this procedure is based on data for all stores, including those that began or ceased operation in 1970, and it also includes estimates for nonreporters.

### **Appendix B. Geographic Regions and Divisions**

#### **NORTHEASTERN STATES**

New England Division  
Maine  
New Hampshire  
Vermont  
Massachusetts  
Rhode Island  
Connecticut

Middle Atlantic Division  
New York  
New Jersey  
Pennsylvania

#### **NORTH CENTRAL STATES**

East North Central Division  
Ohio  
Indiana  
Illinois  
Michigan  
Wisconsin

West North Central Division  
Minnesota  
Iowa  
Missouri  
North Dakota  
South Dakota  
Nebraska  
Kansas

#### **THE SOUTH**

South Atlantic Division  
Delaware  
Maryland  
District of Columbia  
Virginia  
West Virginia  
North Carolina  
South Carolina  
Georgia  
Florida

East South Central Division  
Kentucky  
Tennessee  
Alabama  
Mississippi

West South Central Division  
Arkansas  
Louisiana  
Oklahoma  
Texas

#### **THE WEST**

Mountain Division  
Montana  
Idaho  
Wyoming  
Colorado  
New Mexico  
Arizona  
Utah  
Nevada

Pacific Division  
Washington  
Oregon  
California  
Alaska  
Hawaii

## Appendix C. Definitions of Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas Included in This Report

### STANDARD CONSOLIDATED AREAS

CHICAGO, ILL.--NORTHWESTERN INDIANA:	Chicago, Ill. SMSA (Cook, DuPage, Kane, Lake, McHenry, and Will Counties); Gary-Hammond-East Chicago, Ind. SMSA (Lake and Porter Counties)
NEW YORK, N.Y.--NORTHEASTERN NEW JERSEY:	New York, N.Y. SMSA (New York City and Nassau, Rockland, Suffolk, and Westchester Counties)
	Jersey City, N.J. SMSA (Hudson County)
	Newark, N.J. SMSA (Essex, Morris, and Union Counties)
	Paterson-Clifton-Passaic, N.J. SMSA (Bergen and Passaic Counties)
	Middlesex and Somerset Counties, N.J.

### SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS

BALTIMORE, MD.: Baltimore city and Anne Arundel, Baltimore, Carroll, and Howard Counties.	MINNEAPOLIS-ST. PAUL, MINN.: Anoka, Dakota, Hennepin, Ramsey, and Washington Counties.
BOSTON, MASS.: All of Suffolk County and parts of Essex, Middlesex, Norfolk, and Plymouth Counties.	NEW YORK, N.Y.: New York City, and Nassau, Rockland, Suffolk, and Westchester Counties.
CHICAGO, ILL.: Cook, Du Page, Kane, Lake, McHenry, and Will Counties.	PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa.; and Burlington, Camden, and Gloucester Counties, N.J.
CLEVELAND, OHIO: Cuyahoga, Geauga, Lake, and Medina Counties.	PITTSBURGH, PA.: Allegheny, Beaver, Washington, and Westmoreland Counties.
DALLAS, TEX.: Collin, Dallas, Denton, and Ellis Counties.	ST. LOUIS, MO.-ILL.: St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, Mo.; and Madison and St. Clair Counties, Ill.
DETROIT, MICH.: Macomb, Oakland, and Wayne Counties.	SAN FRANCISCO-OAKLAND, CALIF.: Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties.
HOUSTON, TEX.: Brazoria, Fort Bend, Harris, Liberty, and Montgomery Counties.	WASHINGTON, D.C.-MD.-VA.: District of Columbia; Montgomery and Prince Georges Counties, Md.; Alexandria, Fairfax, and Falls Church cities, Arlington and Fairfax Counties, Va.
KANSAS CITY, MO.-KANS.: Cass, Clay, Jackson, and Platte Counties, Mo., and Johnson and Wyandotte Counties, Kans.	
LOS ANGELES-LONG BEACH, CALIF.: Los Angeles County	